

NARFE Matching Funds Guidelines

DESCRIPTION AND APPLICATION PROCEDURES

The Matching Funds Program is a 50-50 match incentive designed to encourage NARFE federations and chapters to implement projects that enhance membership prospecting and recruiting marketing strategies. The program assists the efforts of federations and chapters by offsetting the cost of developing prospects and recruiting NARFE members.

All federations and chapters are eligible to apply for matching funds. However, because of limited funding, applications are approved on a case-by-case basis. When budgeted funds have been depleted for the budget year no additional matching funds can be distributed.

Examples of projects that may qualify for matching funds are:

- Advertising in local newspapers or other relevant local publications (Multiple placements with input from Headquarters.);
- Booths local fairs (insurance, booth fees);
- Booths or tables at local festivals or other relevant events in your area
- Recruit/membership incentives (drawing prizes, door prizes)

Submitting a Request

Matching funds require prior approval.

Please submit your proposal form with the following details:

- Date of event or launch date of project
- Detailed description of the project/opportunity
- For booth and fair opportunities, provide exhibitor kits and/or links to exhibit information
- Anticipated impact on efforts to attract prospects and/or recruit members
- Goals for of the project/event
- The estimated cost of the project (Use actual costs if available.)
- Marketing plan if you are creating your own event
- Proposal must be signed by the chapter president and federation president for approval before they are submitted to Headquarters

Email your proposal to: jbryant@narfe.org or mail a copy of your proposal form to:

Jackie Bryant,
NARFE Recruitment and Retention Department
606 N. Washington Street
Alexandria, VA 22314

All proposals will be reviewed and the approval or denial will be sent in a timely manner to the chapter or federation representative who submitted the proposal.

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IMPORTANT NOTE:

Funds will not be released until a final report for the event or project is completed and sent to NARFE Headquarters.

Final Status Report

The chapter or federation (Chapters should send a copy of the report to their federation) must send a final report to NARFE Headquarters **within 30 days of the event**. The report will include:

- 1) Provide an “outcomes to goals” comparison. Were your expectations met?
 - a. For events:
 - i. Total attendees
 - ii. Count of contacts (visitors to booth)
 - iii. Number of applications provided/completed
 - iv. M-2 cards completed
 - b. For advertising
 - i. Leads generated
 - ii. Members gained
 - iii. Audience reached
- 2) Lessons learned
- 3) Honest evaluation of the value in terms of outcomes to dollars and energy spent
- 4) Copies of all receipts
- 5) M-2 cards. Send with final report or sooner! (The faster we get them in the database the sooner we can contact them for membership!)

Contact NARFE Headquarters

The Recruitment and Retention Department is available to provide information, discuss proposals and offer guidance for submitting a matching funds request. Please contact Jackie Bryant by phone at 703-838-7760, ext. 277, or by email at jbryant@narfe.org.